"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE

N.B.C. NETWORK COAST TO COAST

SATURDAYS
12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

The Farmer Reports to the Nation

February 2, 1946

The farmer will make a "Report to the Nation" on CONSUMER TIME, Saturday, February 2, 1946 (12:15-12:30 PM - EST). The broadcast will pick-up from different points across the country...with three NBC farm directors talking to farmers in their area.

Hal Renolett, in Denver will interview a cattle rancher...then switch to Everett Mitchell in Chicago, who will talk to a corn-hog farmer. The program will then go to New York with Don Lerch discussing the egg and poultry situation with a poultry farmer.

Consumers will hear the story of the over-all food situation to date, from farmers themselves. And they will learn about the Nation's agricultural production goals for 1946.

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N.B.C. NETWORK COAST TO COAST *SATURDAYS*

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9:15 A.M. PST

what's coming

BETTER HEALTH FOR RURAL AMERICA

February 9, 1946

Out of all the 18 and 19-year-old boys called up for the draft, fifty-percent more rural boys were rejected as 4-F. More rural people die from typhoid fever, diptheria, pneumonia; the death rate of infants is higher. Is the health of rural America going downhill?

This question is discussed on CONSUMER TIME, Saturday, February 9, 1946 (12:15-12:30 PM - EST). Listeners will hear how fewer doctors and dentists and nurses are available for people in small towns and in the country, than in the big cities. How public health facilities, hospitals, clinics, are lacking in too many rural areas.

In a dramatized broadcast, CONSUMER TIME tells what has to be done, and what is being done to improve the health of rural America, and how individual communities can work together towards this important end.

-oOo-

"Consumer Time"

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THE U. S. DEPARTMENT OF AGRICULTU

N.B.C. NETWORK—COAST TO COAST

SATURDAY

12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

TRANSPORTATION OF FOOD

February 16, 1946

Consumers will hear the story of how food is transported across the country...how it gets from the farmer to the housewife's pantry shelf...on CONSUMER TIME, Saturday, February 16, 1946 (12:15-12:30 PM - EST).

The story of the transportation of food is dramatized on the U. S. Department of Agriculture broadcast, and will trace a shipment of fresh vegetables and fruits from California's Imperial Valley...all the way to East Coast markets. Listeners will hear about railroad icing stations...what happens when a train is held up in the hot desert regions ...how different foods are carefully treated so they will arrive fresh and intact to the grocer's shelves. Homemakers will also learn about new ways of packaging...and modern methods of transportation, in this significant broadcast of CONSUMER TIME.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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9:15 A.M. PST

what's coming

UNRRA OVERSEAS

February 23, 1946

CONSUMER TIME will pick up from Rome, to tell the story of UNRRA, and its relief work in war-torn countries, Satufday, February 23, 1946. (12:15-12:30 PM - EST)

Giving a picture of wintertime conditions in devastated European countries, Max Jordon, NBC foreign correspondent, will interview some of the Italian people who have needed aid, and he will also talk to UNRRA officials in Rome.

From Washington, Roy Hendrickson, deputy director of the United Nations Relief and Rehabilitation Administration, will talk on conditions of poverty and hunger in other parts of the world, particularly in the Orient, from where he has recently returned.

Listeners will hear why now it is more important than ever for this country to help people who are cold and hungry, throughout the world.

CONSUMER TIME, presented by the U. S. Department of Agriculture, for more than 12 years, is twice winner of First Award for women's programs, by the Institute for Education by Radio.

-oOo-

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9:15 A.M. PST

what's coming

"BEHIND THE INSPECTION SHIELD"

March 16, 1946

The story behind the label on canned and frozen foods; "Packed under continuous inspection of the U. S. Department of Agriculture"...will be dramatized on CONSUMER TIME, Saturday, March 16, 1946 (12:15-12:30 PM -EST). Consumers will also hear what goes into the grading of processed foods; why some foods are "Grade A", "Grade B", etc.

In a lively dramatization, which takes Mrs. Freyman and Johnny through a food processing plant, the step-by-step process of continuous inspection is graphically portrayed.

CONSUMER TIME presented by the U. S. Department of Agriculture, is radio's oldest network sustaining program devoted to consumer interests.

-oOo-

"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE

N.B.C. NETWORK COAST TO COAST SATURDAYS

12:15 P.M. EST
11:15 A.M. CST
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9:15 A.M. PST

13 WEEKS
April 6 - June 29, 1946

what's coming

Presented below is the tentative CONSUMER TIME schedule for 13 programs. While conditions may occur to vary these scheduled programs, it is the policy to hold to it as closely as possible. Ideas for future programs from station Program Managers are always welcome...simply address CONSUMER TIME, Washington 25, D. C.

Apr. 6 -- THE NEW FLOUR. What it's like, how to use it. Where the homemaker's flour savings go. Also the story of enriched and fortified breads and cereals.

Apr. 13 -- AGAIN...A CALL TO FARMS. Men, women, children...farm volunteers are needed again this year...to help with the planting and the harvest on farms all over the country. How, when, and why to join.

Apr. 20 -- WATCH YOUR WOOLENS. How to care for precious woolen goods; how to store them for the summer. Latest on the wool fabric situation. Give-away is CONSUMERS' GUIDE magazine, with valuable hints on wool conservation.

Apr. 27 -- AMERICA'S FISHERIES. Fish is plentiful now, and housewives are urged to use it in place of foods which are more scarce.

May 4 -- STORY OF HOME DEMONSTRATION AGENTS...dramatic tale of how women Home Demonstration Agents all over the country bring valuable aid and information to homemakers in small towns, and on farms.

May 11 -- CANNING YOUR VICTORY GARDEN. Latest hints on canning...and why it's more important now than ever. Bulletin on home canning.

May 18 -- CAMPING OUT...IN YOUR NATIONAL FOREST. For peacetime vacationers with wanderlust. What our National Forests are; where they are. Tips on camping out. New give-away from Forest Service.

May 25 -- BE SAFE...at home and on the farm. In connection with national safety week.

June 1 -- WEEDS IN THE GARDEN...and what to do about them. Also...the dramatic story of American farmers' great battle against weeds. Stories of "imported weeds", and what's being done in modern farming to combat them.

June 8 -- FREEZING FOODS AT HOME. How to do it. What materials are available for home freezing. What's new in freezing equipment. Also, something about frozen foods now available on the market. With booklet on home freezing.

June 15 -- EATING ON THE JOB. Dramatized story of how a canning factory gets an industrial feeding program started. How plentiful foods help the country's in-plant feeding program.

June 22 -- FLYING FRUITS AND VEGETABLES. The latest story on air transport of perishable foods, and flowers. What's ahead in air transportation.

June 29 -- WHEN CAN I BUILD A HOUSE? The latest on the country's housing situation. Hope to get Wilson Wyatt, National housing expeditor, as guest star.

"Consumer Time"

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THE U. S. DEPARTMENT OF AGRICULTURE

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13 WEEKS
July 6 - Sept. 28, 1946

what's coming

Presented below is the tentative CONSUMER TIME schedule for 13 programs. While conditions may occur to vary these scheduled programs, it is the policy to hold to it as closely as possible. Ideas for future programs from station Program Managers are always welcome...simply address CONSUMER TIME, Washington 25, D.C.

July 6 -- CANNING GET-TOGETHER. How one community organized a canning center. Cooperation paid dividends in more food canned better in a shorter time. How community canning centers fit into the school lunch picture. Free booklet on how to set up and operate a Community Canning Center.

July 13 -- PEACH JAMBOREE. Another year of peach plenty. Tips on tempting ways to use fresh peaches...and how to put them up for wintertime enjoyment. Home canning bulletin offered free.

July 20 -- WHEN CAN I BUILD A HOUSE? Guest Wilson Wyatt, National Housing Expediter, gives the latest news on the housing situation. Free booklet "Before You Buy A Home."

July 27 -- PLAY SAFE. Home Safety in connection with National Farm Safety Week. Free booklet on accident prevention in the home.

Aug. 3 -- THE SOAP SITUATION. When can we expect more soap, fats, and oils. How to make best use of those we get.

Aug. 10 -- IT AIN'T NECESSARILY SO. Superstitions and wrong ideas about food which lead to waste and even food poisoning. The facts about food poisoning. Phenomena in food which should not be mistaken for spoilage. Luminescent meat...mold on cheese.

Aug. 17 -- BIGGER AND BETTER SCHOOL LUNCHES. Every community can now get Federal aid for school lunches...to the tune of 75 million dollars allocated by Congress. The how's and why's.

Aug. 24 -- MARKET NEWS...and the consumer's stake in it. Pick up from Los Angeles wholesale fruit and vegetable market where Mrs. Freyman will be on hand to interview A.E. Prugh, Fruit and Vegetable Market News Reporter. Guest at Washington, D.C. will be Robert H. Shields, Administrator of the Production and Marketing Administration of USDA....the man who has the over-all responsibility for all government market news in the United States.

Aug. 31 -- VEGETABLE ROUNDUP. Which are the best fresh vegetable buys now...and how do they fit into the vitamin and mineral line-up.

Sept. 7 -- WHAT'S COOKING, NEIGHBOR? Food is a common denominator. If you know what homemakers in the United Nations eat, you'll know the people better. Possibly wives of various diplomats as guest stars, giving typical foreign dishes in a lively symposium.

Sept.14 -- THE FURNITURE FACTS. To furnish the houses being built for veterans under the Government's program...would take all the furniture manufactered in the next two years or more. Reasons for shortage. Tips on furniture selection, care and repair.

Sept.21 -- THE EGG AND YOU. Pickup from a laboratory at Agricultural Research Center, Beltsville, Maryland. The scientific approach to better eggs. Machines that test strength of egg shells, etc.

(over)

Sept.28 -- FAO CONFERENCE. Food and Agriculture Organization meeting in Denmark. Plans for permanent world-wide food organization and the consumer's stake in it. Possibly Sir John Boyd Orr as guest.

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what's coming

PEACH JAMBOREE

July 13, 1946

CONSUMER TIME will hold a peach jamboree on Saturday, July 13, 1946, 12:15-12:30 P.M. EDT, to celebrate another year of peach plenty. Johnny and Mrs. Freyman will be on hand with tips on tempting ways to use fresh peaches...and how to put them up for wintertime enjoyment.

CONSUMER TIME, written by Eleanor Miller...and produced by Frederick Schweikher, has been presented for more than thirteen years in the interest of consumers

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what's coming

WHEN CAN I BUILD A HOUSE?

July 20, 1946

"When Can I Build a House?" will be the theme of the CONSUMER TIME program, on Saturday, July 20, 1946 at 12:15-12:30 P.M. EDT. The special guest will be Wilson Wyatt, National Housing Expediter.

Johnny and Mrs. Freyman will tell listeners the why's and wherefore's of our worst housing shortage in the Nation's history. Mr. Wyatt will supply the background on the Veterans' Emergency Housing Program and other Government action to alleviate the situation.

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what's coming

"HOUSE ON HAZARD HILL"

July 27, 1846

CONSUMER TIME will visit the "House on Hazard Hill" on Saturday, July 27, 1946, 12:15-12:30 PM - EDT over the National Broadcasting Company, and listeners will hear about accidents in the home, and how they can be prevented.

Entertainment and timely tips on home safety will be combined as Johnny and Mrs. Freyman find out that walls can speak...and have plenty to tell about how the House on Hazard Hill met its downfall.

-oOo-

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what's coming

THE SOAP SITUTATION

August ~~10~~ 3, 1946

There'll be a new kind of soap opera when CONSUMER TIME takes up the question of when we can expect more soap, fats, and oils, on Saturday, August 3, (12:15-12:30 p.m. EDST over NBC).

Of special interest to consumers should be the reasons why fats and oils are still scarce, and handy tips for making the best use of those we do get.

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what's coming

IT AIN'T NECESSARILY SO

August 10, 1946

"It Ain't Necessarily So" will be the special theme song for CONSUMER TIME August 10, (12:15-12:30 p.m. EDST over NBC) when listeners will hear how superstition and wrong ideas about food cause not only waste in the summer time, but food poisoning.

The program will tell what lies behind the newspaper headlines "Season for Ptomaine Poisoning Here","Pastry Testing for Posioning Family", "Chicken Salad Suspected in Picnic Illness." Lively dramatizations will show the simple fact that careless handling is to blame for many of the cases of food poisoning that occur every summer.

Mrs. Freyman will have special tips on how to store perishable foods during the summer, as well as some good ideas on easy ways to protect foods on picnics.

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what's coming

BIGGER AND BETTER SCHOOL LUNCHES

August 17, 1946

"Bigger and Better School Lunches will be the subject of CONSUMER TIME, Saturday, August 17, 1946, 12:15-12:30 p.m. EDST over NBC. Congress recently passed a permanent school lunch program...and appropriated 75 million dollars for school lunches in 1947.

CONSUMER TIME listeners will hear how every community can go about getting Federal aid for school lunches...and what the program means to the farmers of the nation...as well as our future citizens.

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8:15 A.M. PST

what's coming

THE STORY OF MARKET NEWS

AUGUST 24, 1946

CONSUMER TIME will do a special broadcast from the Los Angeles wholesale fruit and vegetable market, Saturday, August 24 (12:15 EDT, p. m. NBC.) Mrs. Freyman will interview the U. S. Department of Agriculture's market news reporter at a special microphone set up in the market.

Listeners will get the first hand information on what goes on in one of the country's biggest terminal markets...as well as how market news is gathered and the role it plays in the daily life of consumers.

At the Washington, D. C. end of the mike, Johnny will interview a special guest, Fred B. Northrup, Special Assistant to the head of the Production and Marketing Administration of the U. S. Department of Agriculture...the man who has the over-all responsibility for market news in the United States.

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what's coming

CONSUMER TIME ENTERS THE DIPLOMATIC CIRCLE

SEPTEMBER 21, 1946

Some very special guests will participate in CONSUMER TIME'S program "What's Cooking Neighbor?" on Saturday, September 21 (12:15 p.m. EDT, NBC). They are Senora Guillermo de Belt, wife of the Cuban Ambassador; Mme. Henri Bonnet, wife of the French Ambassador; and Mrs. M.O.A. Baig, wife of the First Secretary of the Indian Agency General.

To celebrate United Nations week, CONSUMER TIME will hold a lively symposium based on the theme that food is a common denominator....so if you know what other people are eating...you'll know the people better.

Mrs. Freyman and Johnny will cross examine these lovely ladies of the United Nations on the dishes of their native lands...and what they think of our American hot dogs and hamburgers.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

F.A.O. AND FOOD PRESERVATION

SEPTEMBER 28, 1946

The importance of food preservation will be stressed on CONSUMER TIME, Saturday, September 28 (12:15 p.m. EDT, NBC). The need for storing and canning all the food possible will be highlighted in view of the recent Food and Agriculture Organization conference in Copenhagen.

A dramatized account of how people in other countries are existing on semi-starvation diets, will point up the need for making the most of our record crops here at home.

Mrs. Freyman and Johnny, the inquiring consumers, will have some practical tips on which fruits and vegetables can be stored at home and easy, effective ways to do it.

CONSUMER TIME will have a special guest with a brief, but important, message on teaching safety rules to children. She is Mrs. L. K. Nicholson, National Safety Chairman, Parent Teachers Association. Mrs. Nicholson will be in Washington to address the National Highway Users Conference.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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WHAT'S COMING

13 WEEKS

October 5 - December 28, 1946

Presented below is the tentative CONSUMER TIME schedule for 13 programs. While conditions may occur to vary these scheduled programs, it is the policy to hold to it as closely as possible. Ideas for future programs from station Program Managers are always welcome...simply address CONSUMER TIME, Washington 25, D.C.

Oct. 5 -- FREEDOM FROM FIRE--a dramatized story of how carelessness causes fire. Fire prevention tips on using gasoline in the home, dust explosions, tampering with fuses, and neglect of electrical equipment. Ties in with National Fire Prevention Week.

Oct. 12 -- THE STORY OF WATER--dramatized account of the importance of water on the farm, soil conservation, for livestock, and to make the farm family more efficient...and how it ultimately affects the consumer.

Oct. 19 -- SPOT CHECK--removing stains from fabrics...with the scarcity and high cost of new clothes, homemakers will want to know how to keep present clothes clean and wearable. Removing stains from children's school clothes ..."How To Do It" directions for various common stains. Free booklet.

Oct. 26 -- SPICE NEWS--Good news on the spice front. Supplies are definitely improving. Dramatized account of romantic background of spices and suggestions on how spices can help the homemaker cooking on a budget.

Nov. 2 -- FRESH, FROZEN AND CANNED FRUIT JUICE--the consumer can take her pick this year. There will be a good supply of all. Nutritive value discussed and other questions consumers have been asking, such as whether orange juice can be squeezed the night before, whether it can be left in an open tin can, what about citrus concentrates.

Nov. 9 -- ANOTHER FISH STORY--good supply of fresh and frozen fish. Tips on nutritive value and preparation. Perhaps a good yarn about one of the interesting aspects of the fishing industry.

Nov. 16 -- PAMPER YOUR REFRIGERATOR--the cold facts on when and what to expect of your new refrigerators. Might also include tips on selection of deep freezers. Advice on how to check new appliances with current and wiring. Free booklet on care of refrigerators.

Nov. 23 -- THANKSGIVING, PAST AND PRESENT. Just what did the Pilgrims eat at their first Thanksgiving feast and how does it compare with what Americans will be eating at our second post-war Thanksgiving. The lineup of plentiful foods available this month.

Nov. 30 -- CONSUMERS IN THE MAKING--switch to Chicago to interview some of the State winners of 4-H Club projects, who are attending the 4-H Club Congress in Chicago. How our 4-H Club girls through projects on clothes, canning, home furnishings receive good consumer training.

Dec. 7 -- MAKE-OVER MAGIC--Practical tips on make-overs from leather, fur, and felt. Should be valuable help to the anti-inflation minded. Free booklet.

Dec. 14 -- YOUR CHRISTMAS TREE--where it comes from...mistletoe...caring for Christmas greens...fireproofing.

Dec. 21 -- AN AMERICAN CHRISTMAS...G.I. War Brides as guests to tell about Christmas in their countries and their first Christmas with their husbands here in America.

Dec. 28 -- POST-WAR BASIC SEVEN--New Year's resolutions for good nutrition. Tie in balanced meals with budgets. Free booklet will be revised National Food Guide. Hope to get Secretary Anderson or other prominent Department of Agriculture official.

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what's coming

FRESH, FROZEN, AND CANNED FRUIT JUICE

November 2, 1946

CONSUMER TIME will present the most up-to-date information on citrus fruit juices on Saturday, November 2 (12:15 p.m. EST, NBC). Some of the questions the inquiring consumers, Mrs. Freyman and Johnny, will answer will cover whether it is all right to keep fruit juices in an open can...the merits of squeezing breakfast orange juice the night before...the relative nutritive values of processed or fresh juice.

New citrus products like frozen orange juice and orange concentrate will also be discussed.

Script is by Eleanor Miller...directed by Frederick Schweikher.

-oOo-

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what's coming

A MODERN FISH STORY

November 9, 1946

The story of how our fishing fleets have reconverted to peacetime and the modern equipment they use will be dramatized on CONSUMER TIME, Saturday, November 9 (12:15 p.m. EST, NBC).

Highlights will be radio telephones used aboard fishing vessels; sounding devices for locating fish; and floating fish canneries. Special emphasis will be placed on frozen fish fillets as the most convenient form of fish the homemaker can buy. Nutritive value and preparation of fish fillets will also be discussed.

Script is by Eleanor Miller...directed by Frederick Schweikher.

-oOo-

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what's coming

MAKE-OVER MAGIC

November 16, 1946

How to make old leather, fur, and felt articles into attractive serviceable clothes will be the theme of CONSUMER TIME, Saturday, November 16 (NBC, 12:15 p.m., EST). The inquiring consumers, Mrs. Freyman and Johnny, will describe an exhibit of these make-overs to listeners. Special guest will be Clarice Scott, clothing specialist of the U. S. Department of Agriculture, who will give some special tips on working with these materials. A new free illustrated booklet will be offered.

Eleanor Miller writes the script....Frederick Schweikher directs.

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what's coming

THANKSGIVING, PAST AND PRESENT

November 23, 1946

CONSUMER TIME will debunk the "traditional" Thanksgiving turkey and trimmings with a dramatization showing just what the Pilgrims really did eat their first feast in 1621, Saturday, November 23, (NBC, 12:15 p.m., EST).

The inquiring consumers, Mrs. Freyman and Johnny, will be on hand with the up-to-the-minute news of supplies for our 1946 Thanksgiving dinner...as well as some tips for cooking the turkey.

Eleanor Miller writes the script....Frederick Schweikher directs.

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what's coming

CONSUMERS IN THE MAKING
November 30, 1946

CONSUMER TIME will switch to Chicago for a special broadcast from the twenty-fifth annual 4-H Club Congress on Saturday, November 30 (12:15 P.M. EST, NBC). Joe Tonkin of the U. S. Department of Agriculture will interview representative 4-H Club girls to find out how they are receiving training to become discriminating consumers through the 4-H club motto "learning by doing."

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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9:15 A.M. PST

what's coming

PAMPER YOUR REFRIGERATOR
December 7, 1946

The cold facts on when and what to expect of your new refrigerator will be told on CONSUMER TIME, Saturday, December 7, (12:15 P.M. EST, NBC). The inquiring consumers, Mrs. Freyman and Johnny, will peep into Santa Claus's mail bag to see what special features American women are asking for in their new refrigerator.

Along with tips on how to make your present refrigerator last longer, CONSUMER TIME will have news of a new free illustrated booklet called "How to Choose and Use Your Refrigerator."

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

CHRISTMAS GREENS
December 14, 1946

The scent of Christmas greens will be present when CONSUMER TIME takes to the air, Saturday, December 14 (12:15 p.m., EST) with a special program devoted to seasonal decorations. Listeners will hear the history of holly, mistletoe, and Christmas trees traced from earliest times. Special tips will be given on selecting, and fireproofing your Christmas tree, as well as practical suggestions for making Christmas wreaths, miniature Yule logs, and other decorations at home. Special emphasis will be laid on conservation of Christmas trees and foliage.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

AN AMERICAN CHRISTMAS
December 21, 1946

Foreign brides of American G .I.'s spending their first Christmas in America will be CONSUMER TIME's special guests Saturday, December 21 (12:15 p.m., EST)..

A lively round table discussion will be based on Christmas customs and foods in native lands of the guests---Australia, Philippine Islands and France . Mrs. Freyman and Johnny, our inquiring consumers, will have some seasonal marketing tips that will help all American homemakers prepare their Christmas dinner.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE

N.B.C. NETWORK COAST TO COAST *SATURDAYS*

12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

FAMILY FOOD PLANS

December 28, 1 9 4 6

How to spend less for food and still have a balanced diet will be the theme of CONSUMER TIME on Saturday, December 28 (12:15 p.m. EST, NBC). The problem will be dramatized around a typical young American family with two small children. Free booklet, "Food for the Family with Young Children" will be offered.

Script is written by Eleanor Miller and directed by Frederick Schweikher.

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9:15 A.M. MST
8:15 A.M. PST

what's coming

FREEDOM FROM FIRE

CONSUMER TIME will present a dramatized story of how carelessness causes fire on Saturday, October 5 (12:15 p.m. EST, NBC).

Fire prevention tips will caution listeners against using gasoline in the home and tampering with fuses. Dust explosions in incinerators and neglect of electrical equipment will also be stressed.

This program ties in with National Fire Prevention Week which begins October 6.

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10:15 A.M. CST
9:15 A.M. MST
8:15 A.M. PST

what's coming

THE STORY OF WATER

CONSUMER TIME will show how important water on the farm is to city folks on Saturday, October 12 (12:15 p.m. EST, NBC). Dramatic flashbacks will picture the plight of the Dust Bowl farmer and show how soil conservation experts helped him keep the water in the land.

Other scenes will show how important water conservation is for livestock and for making the farm family more efficient. Each scene will be tied back to the urban consumer's stake in adequate water facilities in rural areas.

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11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

SPOT CHECK

October 19, 1946

Removing stains from clothes will be the subject on CONSUMER TIME, Saturday, October 19, (12:15 p.m. EST, NBC). Mrs. Freyman and Johnny, the inquiring consumers, will explain which are the safest and most reliable home methods for removing stains from fabrics.

A lively dramatization of a typical breakfast scene when everything seems to get spilled will point up the importance of keeping clothes clean and wearable in these days of high prices and shortages.

A free booklet on removing stains from fabrics at home will be offered to CONSUMER TIME listeners.

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N.B.C. NETWORK COAST TO COAST *SATURDAYS*

12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

SPICE NEWS
October 26, 1946

More black pepper for Americans will be predicted when CONSUMER TIME gives "The Spice News", Saturday, October 26, (12:15 p.m. EST, NBC).

Mrs. Freyman and Johnny, the inquiring consumers, will also have some tips on the best way to keep spices in the kitchen.....and some timely hints on how spices can help the woman cooking on a budget.

The importance of spices in the Middle Ages and in the early American colonies will be dramatized.

Eleanor Miller writes the script.....Frederick Schweikher directs.

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